## WNCT OF

### 

3221 S. Evans St. (252) 355-8542 Greenville, NC 27834 252-355-8500

And:

Great American Media 3050 K Street Northwest Washington, DC 20007

www.c.com Greenville, NC 27834 3221 South Evans Street WNCT

DSCC Product POL/DSCC IE 10/18/16 - 10/24/16 Contract Dates dvertiser 5594 Estimate # Contract / Revision 953197 ~ Original Date / Revision 10/12/16 25328648 Alt Order# / 10/18/16

WNCT Special Handling Adults 35+ EOM/EOC Billing Cycle Liberty Demographic Billing Calendar Katz Washington Broadcast Account Executive Katz/Washingto Sales Office Cash Cash/Trade

Agency Ref IN3307/TO232	9913721	Agy Code	
Advertiser Re	49	Advertiser Code	
Ref	53	Product 1/2	

					<u>Rate</u> \$550,00	Spots/Week 3	Weekdays	End Date 10/24/16	Start Date End Date Week: 10/18/16 10/24/16
\$1,650.00	ω	MN		:30	11a-12p		16 Price is Rig	/16 10/24/1	5 WNCT 10/18/16 10/24/16 Price is Right
00.0cu,1¢	c	N.		:20	10a-11a <u>Rate</u> \$350.00	<u>s/Week</u> 3	Weekdays MTWTF	Start Date End Date 10/18/16 10/24/16	4 WNC   10/18/16 10/24/16 Let's make a Deal Start Date End Date Weekdays Spot Week: 10/18/16 10/24/16 MTwTF
	)			3	\$325.00	5 5	MTWTF	10/24/16	Week: 10/18/16 10/24/16
\$1,625.00	5	Z Z		:30	7a-9a		16 CBS This N	/16 10/24/1	3 WNCT 10/18/16 10/24/16 CBS This Morning
					Rate \$425.00	Spots/Week 3	Weekdays MTWTF	End Date 10/24/16	Start Date End Date Week: 10/18/16 10/24/16
\$1,275.00	ω	ΝŽ		:30	6a-7a		16 Local News	/16 10/24/1	2 WNCT 10/18/16 10/24/16 Local News @ 6a
					<u>Rate</u> \$425.00	Spots/Week 3	Weekdays MTWTF	End Date 10/24/16	Start Date End Date Weekday Week: 10/18/16 10/24/16 MTWTF
\$1,275.00	ω	MN		:30	6a-7a		WNCT 10/18/16 10/24/16 Local News @ 6a	/16 10/24/1	1 WNCT 10/18
Amount	Spots	Rtn TypeSpots	Rate Rtn	Length Week	īime Days	_	ate Descriptio	Date End D	*Line Ch Start Date End Date Description
				Spots/	Start/End	(0			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

WNCT OF EAST NORMA

3221 S. Evans St. (252) 355-8542 Greenville, NC 2/854 252-355-8500 WNC Incom Greenville, NC 27834 3221 South Evans Street WNCT

	Contract / Revision	Alt Order #
	953197 / 1	25328648
Contract Dates	Product	Estimate #
10/18/16 - 10/24/16	DSCC	5594
Advertiser	Origi	Original Date / Revision
POL/DSCC IE	10	10/12/16 / 10/18/16

\$700.00	<u> </u>	NZ M		:30		11p-1135p	@ 11p	6 Local News @ 11p	/16 10/24/16	15 WNCT 10/18/16
\$2,750.00	_	Ν		:30		7p-8p <u>Rate</u> \$2,750.00	Spots/Week 1	6 60 Minutes Weekdays	/16 10/24/16 End Date 1 10/24/16	14 WNCT 10/18/16  Start Date E Week: 10/18/16 11
								21	Credited made good on lines 19-21	Credited made good
		Type NM	<u>Rate</u> \$4,250.00	<u>Length</u> :30	Weekdays	Start/End Time 9p-10p	nds	<u>Description</u> '16 Criminal Minds	<u>ot Ch Date Range</u> 1 WNCT 10/18/16-10/24/16	Spot Ch Da 1 WNCT 10
\$0.00	0	N		:30		9p-10p <u>Rate</u> \$4,250.00	ds <u>Spots/Week</u> 1	6 Criminal Minds Weekdays S	/16 10/24/16 <u>End Date</u> 1 10/24/16	E 13 WNCT 10/18/16  Start Date E Week: 10/18/16 1
\$4,750.00	_	NM		:30		8p-9p <u>Rate</u> \$4,750.00	Spots/Week	6 NCIS Weekdays -T	/16 10/24/16 End Date 1 10/24/16	12 WNCT 10/18/16  Start Date E Week: 10/18/16 1
\$1,700.00	2	NM		:30		730p-8p <u>Rate</u> \$850.00	Spots/Week 2	6 Family Feud Weekdays MTWTF	10/24/1 nd Date 0/24/16	11 WNCT 10/18/16  Start Date E Week: 10/18/16 1
\$1,000.00	_	MN		:30		6p-630p <u>Rate</u> \$1,000.00	@ 6p Spots/Week 1	Local News <u>Weekdays</u> MTWTF	10/24/1 nd Date 0/24/16	10 WNCT 10/18/16  Start Date E Week: 10/18/16 1
\$1,200.00	ယ	NM		:30		530p-6p <u>Rate</u> \$400.00	@ 530p <u>Spots/Week</u> 3	6 Local News @ 530p Weekdays Spots/	/16 10/24/16 End Date 1 10/24/16 1	9 WNCT 10/18/16  Start Date E Week: 10/18/16 1
\$1,200.00	ω	NM		:30		4p-5p <u>Rate</u> \$400.00	Spots/Week 3	6 Dr Phil Weekdays MTWTF	/16 10/24/16 End Date 10/24/16	8 WNCT 10/18/16 Start Date E Week: 10/18/16 1
\$400.00	_	MN		:30		9a-1030a <u>Rate</u> \$400.00	/ Morning Spots/Week 1	6 CBS Sunday Morning Weekdays Spots/V	/16 10/24/16 End Date 10/24/16	7 WNCT 10/18/16 Start Date El Week: 10/18/16 10
\$2,340.00	3	NM		:30		1230p-130p <u>Rate</u> \$780.00	Spots/Week 3	6 Y&R <u>Weekdays</u> MTWTF	/16 10/24/16 End Date 1 10/24/16	6 WNCT 10/18/16 Start Date E Week: 10/18/16 1
						Rate	Spots/Week	Weekdays	End Date	Start Date
Amount	Spots	Type Spots	Rate Rtn	Spots/ Length Week	Days	Start/End Time		Ch Start Date End Date Description	Date End Da	*Line Ch Start

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3221 S. Evans St. Greenville, NC 27834 252-355-8500

WNCTcom Greenville, NC 27834 WNCT (252) 355-8542 3221 South Evans Street

	Contract / Revision	Alt Order#
	953197 / 1	25328648
Contract Dates	Product	Estimate #
10/18/16 - 10/24/16	DSCC	5594
Advertiser	Origi	Original Date / Revision
POL/DSCC IE	10	10/12/16 / 10/18/16

			\$24,152.75	(\$4,262.25)	40 \$28,415.00	Totals	Tot
			\$24,152.75	(\$4,262.25)	40 \$28,415.00	09/26/16 -10/24/16	09/
			Net Amount	Agency Comm. N	Gross Amount	Time Period # of Spots	l H
\$28,415.00	40		otals 0.00	T			ı
\$1,250.00	_	NM	:30	630p-7p <u>Rate</u> \$1,250.00	CBS Evening News Weekdays Spots/Week	N 21 WNCT 10/19/16 10/24/16  Start Date End Date 1 Week: 10/18/16 10/24/16	z s
\$500.00	p.s.	NM	:30	12p-1p <u>Rate</u> \$500.00	6 NFL Today Weekdays Spots/Week	N 20 WNCT 10/23/16 10/23/16  Start Date End Date \( \frac{1}{2} \)  Week: 10/18/16 10/24/16	z
\$2,500.00	_	MN	.30	825p-1115p <u>Rate</u> \$2,500.00	6 Thursday Night Football Weekdays Spots/Week	N 19 WNCT 10/20/16 10/20/16 Start Date End Date V Week: 10/18/16 10/24/16	z s
\$800.00	2	NM	:30	5p-530p <u>Rate</u> \$400.00	6 Local News @ 5p Weekdays Spots/Week MTwTF 2	18 WNCT 10/18/16 10/24/16  Start Date End Date V Week: 10/18/16 10/24/16	  s
\$50.00	_	NM	:30	1235a-135a <u>Rate</u> \$50.00	6 Late Late Show Weekdays Spots/Week MTWTF 1	17 WNCT 10/18/16 10/24/16  Start Date End Date 1 Week: 10/18/16 10/24/16	5
\$400.00	***	NM	:30	11p-1135p <u>Rate</u> \$400.00	Weekdays Spots/Week	16 WNCT 10/22/16 10/22/16  Start Date End Date 1 Week: 10/18/16 10/24/16	5
				<u>Rate</u> \$700.00	Weekdays Spots/Week	Start Date End Date 1 Week: 10/18/16 10/24/16 1	
Amount	Spots	Rate Rtn TypeSpots	Spots/ Days Length Week	Start/End Time D	e Description	*Line Ch Start Date End Date Description	<u>*</u>

# (\* Line Transactions: N = New, E = Edited, D = Deleted)

Date:

Signature:

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125 West 55th St New York, NY 10019 S I I I I S O N

Contract # 25328648 CPE: 49/53/5594 Agency: Great American Media

GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007

Product: DSCC

Changes as of: 10/17/2016 at 4:55 PM Flight: 10/18/16 - 10/24/16 Advertiser: DSCC IE

Station: WNCT Market: Greenville/New Bern/Wash Office: WASHINGTON

Version: Highlighting Revision 3

Total Spots: 40 Total CPP: \$0.00

Total \$: \$28,415.00

Total GRP: Traffic #: 953197

Agency Order #: 5467177

Buyer: Pino, Thomas Salesperson: JACOB ROTH 212-373-8175

Comments: New Order
Issue - DSCC
PLS CFM
T/R JACOB

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: JACOB ROTH
212-373-8175

Separation:

- 1				
		\$1,250. 00	Rate	
101		0.0	A35P Rating	
TOTALS: 40		30	Len	
40		1	10/18	
	THE PARTY OF THE P			10/18 - 10/18
40		_	Spots	Total
\$28,415.00		\$1,250.00	45	Total
\$0.00		\$0.00	СРР	
0.0		0.0	GRP	

W-F,M 21 6:30p-7p # Day/Time

무

Program

Changes: Day/Time from Su 6:30p-7p to W-F,M 6:30p-7p

CBS Evening News



AZ ELEVSON GROUP

125 West 55th St New York, NY 10019

Contract # 25328648 Agency: Great American Media CPE: 49/53/5594

Changes as of: 10/17/2016 at 4:55 PM Flight: 10/18/16 - 10/24/16 Advertiser: DSCC IE

Version: Highlighting Revision 3
Station: WNCT

Product: DSCC

Agency Order #: 5467177

Buyer: Pino, Thomas Salesperson: JACOB ROTH 212-373-8175

GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007

Market: Greenville/New Bern/Wash
Office: WASHINGTON

Total CPP: \$0.00

Total Spots: 40

Total \$: \$28,415.00

Separation: Total GRP: Traffic #: 953197

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: JACOB ROTH
212-373-8175

Special instructions		
		Order Level Comments
Date/Time	Added by	Comment
10/17/16 3:20 PM	Jennifer Layman	Correction to Line 21. This is W-F,M 630p CBS Evening news being offered at \$1250
		New Order Issue - DSCC
10/17/16 3:09 PM	JACOB ROTH	T/R JACOB
		Line 14 1x Wed 9p Criminal Minds \$4250 not airing due to pres debates.
		offer: 1x 10/20 Thu NFL 825p-1115p \$2500 1x w-f,m 630p CBS evening news \$1250 1x 10/23 Sun 12p-1p NFL Today \$500
10/17/16 10:22 AM   Jennifer Layman	Jennifer Layman	total \$4250
10/11/16 4:21 PM	JACOB ROTH	New Order Issue - DSCC PLS CFM T/R JACOB
		New Order Issue - DSCC

				_				
Unknown: 2%	WITN: 39%	WFXI: 5%	WCT1: 20%	ENCT: 1%	Comment:	WNCT Share: 33%	Market Budget: \$86,106	
2%	39%	5%	20%	1%		33%	\$86,106	Competitive Information

10/11/16 4:21 PM

JACOB ROTH

PLS CFM T/R JACOB

0.0	N/A	\$28,415.00	40	100%	Total
0,0	N/A	\$28,415.00	40	100%	
GRP	CPP	Dollars	Spots	% Distrib	Day/Time
		Daypart Summary	Daypar	-	

\$28,415.00	40	Total
\$28,415.00	40	2016-Oct
Dollars	Spots	Month
nary	Monthly Summary	

				Trans	Fransaction History		
Trans	Created/Received Created by	Status	Spot+ Spot-	Spot-	\$ Chg	Contract \$ Comment	
Revision	10/17/16 4:55 PM JACOB ROTH	Revised			\$0	\$0 Changes: 1 buyline added or modified.	
Makegood 2	10/17/16 3:20 PM Jennifer Layman	Sent_To_Rep			\$0	\$0	
Revision	10/17/16 3:09 PM JACOB ROTH	Confirmed	2		\$0	\$28,415.00 Changes: Total Spots from 38 to 40. 4 buylines added or modified.	

Printed on 10/18/2016 at 08:00 AM

Page 2 of 3

125 West 55th St New York, NY 10019

Agency: Great American Media CPE: 49/53/5594 GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007

Contract # 25328648

Changes as of: 10/17/2016 at 4:55 PM

Version: Highlighting Revision 3

Station: WNCT

Flight: 10/18/16 - 10/24/16

Agency Order #: 5467177

Buyer: Pino, Thomas

Product: DSCC

Advertiser: DSCC IE

Office: WASHINGTON

Market: Greenville/New Bern/Wash

Total Spots: 40

Total \$: \$28,415.00

Total CPP: \$0.00

Separation: Traffic #: 953197

Total GRP:

Con Type: POLITICAL/VOTE Assistant: JACOB ROTH 212-373-8175

Primary Demo: Adults 35+

Spot-Transaction History Salesperson: JACOB ROTH 212-373-8175 \$ Chg 8 \$0 Changes: Comments from Separation: 30 to New Order Issue - DSCC
PLS CFM
T/R JACOB, User Entered \$ from \$0.00 to \$28,415.00, Demo Meta to [R16], Default \$28,415.00 Spot Length to 30, Product from issue to DSCC. 4 buylines added or modified. \$28,415.00 Contract \$ Comment 8

Queued for Electronic Contracting

10/11/16 5:01 PM

Trans

Created/Received Created by 10/17/16 10:22 AM Jennifer Layman

Status Sent\_To\_Rep

Spot+

Makegood 1

New

Revision

10/11/16 4:21 PM JACOB ROTH 10/11/16 4:19 PM JACOB ROTH

New

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\$28,415.00

\$28,415.00

\$

Confirmed

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS'
ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER,
KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR
ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

125 West 55th St New York, NY 10019

Agency: Great American Media CPE: 49/53/5594 GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007

Contract # 25328648

Advertiser: DSCC IE

Changes as of: 10/17/2016 at 3:09 PM

Version: Highlighting Revision 2

Total \$: \$28,415.00

Flight: 10/18/16 - 10/24/16

Product: DSCC

Station: WNCT

Market: Greenville/New Bern/Wash Office: WASHINGTON

Total Spots: 40 Total CPP: \$0.00

Total GRP:

Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE

Assistant: JACOB ROTH 212-373-8175

Salesperson: JACOB ROTH 212-373-8175 Buyer: Pino, Thomas

Agency Order #: 5467177

Comments: New Order Issue - DSCC PLS CFM T/R JACOB

REV+ 20 12n-1p Su REV+ 21 6:30p-7p

CBS Evening News

\$1,250. 00

TOTALS: 40

40 \$28,415.00

\$0.00 \$0.00 \$0.00 \$0.00 \$0.00

0.0

\$1,250.00

\$2,500.00

0.0 0.0

\$0.00

\$500.00

30 0 № 1 30 0 № 1 30 0 № 1 30 1 № 0

NFL Today

Th REV+ 19 8:25p-11:15p W REV- 14 9p-10p

# Day/Time

PP

Program

Rate Rating

Len 10/18

10/18 - 10/18

Spots Total

CPP

GRP

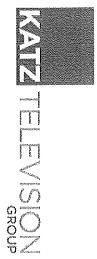
Total 49

Criminal Minds-CBS

\$2,500. 00 \$4,250. 00

Separation: Traffic #: 953197

Suff to Jano 10/17 5:390



Special Instructions

125 West 55th St New York, NY 10019

Agency: Great American Media CPE: 49/53/5594

Contract # 25328648

Changes as of: 10/17/2016 at 3:09 PM

Version: Highlighting Revision 2

GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007

Agency Order #: 5467177

Buyer: Pino, Thomas

Salesperson: JACOB ROTH 212-373-8175

Product: DSCC

Flight: 10/18/16 - 10/24/16 Station: WNCT

Advertiser: DSCCIE

Office: WASHINGTON

Market: Greenville/New Bern/Wash

Total \$: \$28,415.00 Total Spots: 40 Total CPP: \$0.00

Traffic #: 953197

Total GRP:

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE Assistant: JACOB ROTH 212-373-8175

Separation:

Order Level Comments

10/17/16 10:22 AM | Jennifer Layman 10/17/16 3:09 PM Date/Time 10/11/16 4:21 PM JACOB ROTH JACOB ROTH Added by New Order Issue - DSCC PLS CFM T/R JACOB New Order Issue - DSCC PLS CFM T/R JACOB New Order Issue - DSCC PLS CFM T/R JACOB offer: 1x 10/20 Thu NFL 825p-1115p \$2500 1x w-f,m 630p CBS evening news \$1250 1x 10/23 Sun 12p-1p NFL Today \$500 Line 14 1x Wed 9p Criminal Minds \$4250 not airing due to pres debates. Comment total \$4250

	Competitive Information
Market Budget: \$86,106	\$86,106
WNCT Share: 33%	33%
Comment:	
ENCT: 1%	1%
WCTI: 20%	20%
WFXI: 5%	5%
WITN: 39%	39%

Unknown: 2%

10/11/16 4:21 PM

JACOB ROTH

0.0	N/A	\$28,415.00	40	100%	Total
0.0	N/A	\$28,415.00	40	100%	
GRP	CPP	Dollars	Spots	% Distrib	Day/Time
		Daypart Summary	Daypar		٠

\$28,415.00	40	Total
\$28,415.00	40	2016-Oct
Dollars	Spots	Month
lary	Monthly Summary	

					Transa	Transaction History		
Trans	Created/Received Created by	Created by	Status	Spot+	Spot+ Spot-	\$ Chg	Contract \$	Comment
Revision	10/17/16 3:09 PM	JACOB ROTH	Revised	2		\$0	\$28,415.00	Changes: Total Spots from 38 to 40. 4 buylines added or modified.
Makegood 1	10/17/16 10:22 AM Jennifer Layman		Sent To Rep			\$0	\$28,415.00	

SAZ TELSON

125 West 55th St New York, NY 10019

Contract # 25328648 Agency: Great American Media CPE: 49/53/5594

GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007

Agency Order #: 5467177

Product: DSCC

Advertiser: DSCC IE

Changes as of: 10/17/2016 at 3:09 PM

Version: Highlighting Revision 2

Station: WNCT

Total \$: \$28,415.00 Total Spots: 40

Flight: 10/18/16 - 10/24/16

Market: Greenville/New Bern/Wash Office: WASHINGTON

Total CPP: \$0.00

Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE Traffic #: 953197 Separation: Total GRP:

Assistant: JACOB ROTH 212-373-8175

Buyer: Pino, Thomas Salesperson: JACOB ROTH 212-373-8175

Spot+ Spot-Transaction History \$ Chg 8 Changes: Comments from Separation: 30 to New Order Issue - DSCC
PLS CFM
T/R JACOB, User Entered \$ from \$0.00 to \$28,415.00, Demo Meta to [R16], Default \$28,415.00 Spot Length to 30, Product from issue to DSCC. 4 buylines added or modified. Contract \$ Comment

Queued for Electronic Contracting

10/11/16 5:01 PM

Trans

Created/Received Created by

Status

Revision New

10/11/16 4:21 PM JACOB ROTH 10/11/16 4:19 PM JACOB ROTH

New

38

\$0 \$28,415.00

Confirmed

Non-Discrimination Policy	
Non-Discrimination ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND BUSIS AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACT OR ETHNICITY.	